

Project Name: Health Communication Partnership (HCP)
Agreement Type: Cooperative Agreement (Leader with Associate Cooperative Agreement)
Duration: 2004-2011
Geographic Scope: Maharashtra State and National Level
Technical Assistance Agencies: Nil
Implementing Agency: Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (CCP) under Avert project

DESCRIPTION:

The Health Communication Partnership (HCP) is a program designed to improve health through strategic communication. HCP is based at the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (CCP) and is funded under a Cooperative Agreement. The Health Communication Partnership/ Johns Hopkins University (HCP/JHU) is implementing a communication program in Maharashtra State and at the National level under the Avert Project. The first phase of the HCP/JHU program was a field support activity under the Leadership with Associate Award mechanism (LWA) for the period October 2004 to July 24, 2007. In the first phase HCP/JHU developed campaigns on youth, workplace and care and support and these have been adapted by the National AIDS Control Organization (NACO). In the second phase (July 25th, 2007 to June 2011), HCP/JHU is providing technical support to Maharashtra State and National AIDS Control Organization (NACO) in the design, development and operationalization of a state-wide communication program. The aim of the communication program in phase-II is to support the state and the national program in developing a unified communication response including uniform communication messaging, product development and implementation. The proposed communication program will build on the lessons learned, replicate and consolidate the current communication activities being implemented in the state of Maharashtra strategically to ensure maximum impact.

KEY ACTIVITIES:

- Provide Technical Assistance (TA) to the state and national level in designing an integrated communication program on prevention programs for high-risk and vulnerable populations, counseling and testing, and care and treatment services. This will include design, development and support for the implementation of communication activities.
- Develop and operationalize a capacity building strategy on communication for NGOs, CBOs, SACS, NACO and other partners.
- Monitor and evaluate the effectiveness of the various communication programs implemented by the state.
- Develop and implement an advocacy campaign on HIV/AIDS.

KEY ACHIEVEMENTS:

- Developed campaigns on youth, workplace and care support. These were adapted by NACO for National level campaign.
- Developed national campaigns on integrated counseling and testing and stigma and discrimination against children infected and affected with AIDS.
- Capacity building of NGO partners in communications skills and use of media materials.
- Media advocacy workshops conducted for regional media agencies.
- Instituted an award for "Excellence in HIV/AIDS Reporting" for the print media in Hindi and English in collaboration with the Indian Express.
- An innovative HIV/AIDS communication campaign was launched through the Dabbawalas to reach 100,000 persons in workplaces.
- Technical assistance provided to NACO in designing ART spots for national campaign, development of HIV/AIDS panels for school education, development of training curriculum for training of IEC officers of state AIDS societies.

CONTACT INFORMATION:

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